

Email Signatures

A uniform email signature is important to our presentation of a consistent, professional image to both colleagues and external partners.

The email signature below is the standard for emails sent by Sales and Marketing team members. It includes not only your contact information but also links to our presence on LinkedIn and Twitter.

=====
Firstname Lastname
Title
Reliance Standard Life Insurance Company
Address 1 Address 2
City State Zip
(555) 555-5555 direct
(555) 555-5555 FAX
email.address@rsli.com
=====

Please follow these instructions to incorporate this signature into your outgoing emails.

1. Highlight everything between the double lines above (but not the double lines) and click CTRL-C (copy).
2. Within Groupwise, pull down "Tools," choose "Options," then select "Environment," then select the "Signature" tab.
3. Click inside the large text box, and click CTRL-A (select all). Then:
 - Click CTRL-V (paste). Edit the signature to reflect your own contact information, adding a cell number if desired.
 - Be sure that the "Signature," and "Set as default" choices are selected. If you wish, also select the "Automatically Add" box. Otherwise you will be asked whether to include the signature each time you send an email.
 - Click CTRL-A (select all) once more and ensure that 12 point Calibri is selected from the dropdown menus.

Social Media Logos

Reliance Standard is now an active participant in the social media platforms Twitter and LinkedIn. To add those logos to your signature, follow the instructions below.

(IMPORTANT: You must have Groupwise's HTML Email option turned ON for this to work. See *Figure 1* below.)

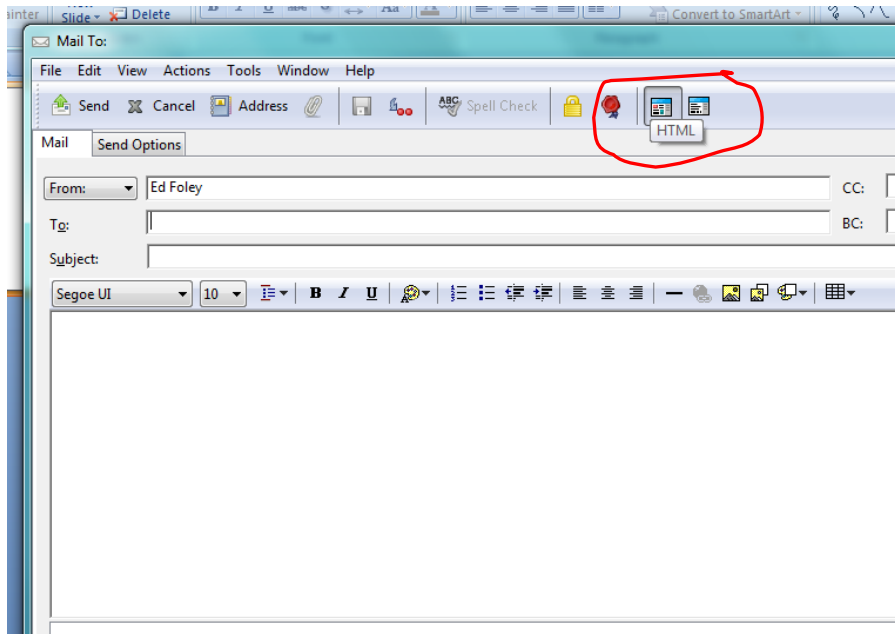


Figure 1

4. Add the logos:

- In the box where you entered your email signature, with the cursor at the end of your email address, hit "Return" twice to add some space. Then click the "More" arrow at the top of the text input box (circled in red in *Figure 2* below). That will show you a list of choices.
- From that list select "Insert Picture," and in the "Picture Source" field, paste the link to the Twitter image:

<http://reliancestandard1.com/rsi-documents-center/Permalinks/Images/EmailSigs/twitterbadge.JPG>

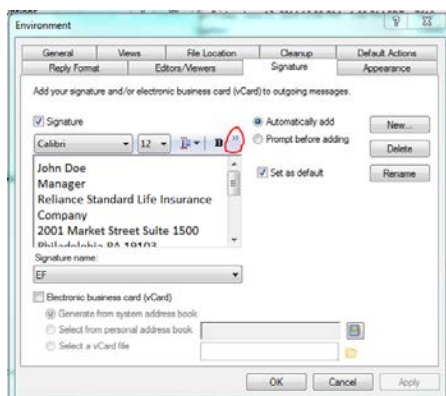


Figure 2

- When the image is added, click it to highlight it, and then click OK. The image will display in your Signature text box.

5. Add hyperlinks to the logos:

- Click on the image to highlight it, and then again click the "More" arrow, and from the list this time select "Insert Hyperlink". Paste in the hyperlink for the twitter image, which is:

<https://twitter.com/RelianceStdLife>

NOTE: The Hyperlink field will be pre-filled with "http://". **DELETE THIS** before you paste in the hyperlink above. Double-check to ensure you don't have these characters twice.

6. Put the cursor the right of the Twitter logo, click the space bar once, and then repeat the above instructions to insert the LinkedIn logo. For that logo, the "Picture Source" URL is:

<http://reliancestandard1.com/rsl-documents-center/Permalinks/Images/EmailSigs/LIbadge.JPG>

and the "Insert Hyperlink" URL is

<https://www.linkedin.com/company/reliance-standard>

7. Send an email to yourself to confirm everything looks OK. If it does, you're done!

If you have any questions about this process, please contact
salesandmarketinghq@rsli.com